

ORDER



Orders
Order / Rev: 726145
Alt Order #: 06400932
Product Desc: EST 68 (50+)
Estimate: 68
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: 60 Plus Association
Demographic: A35+
Product Codes: IS-Issue/Non Ballot,IS-Candidate/US
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/29/12 | 11/05/12 | 16 | \$34,750.00 | \$29,537.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| November 2012 | 16 | \$34,750.00 | \$29,537.50 | 0.00 |
| Totals | 16 | \$34,750.00 | \$29,537.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|-------------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 1 | KARE | 11/02/12 | 11/02/12 | M-F 11-1130a KARE 11 News @ 11a | CM | 11-1130a | ----F-- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----F-- | | 1 | | | | \$175.00 | | 0.00 | | | |
| 2 | KARE | 11/01/12 | 11/01/12 | M-F 5-530p KARE 11 5 News | CM | 5-530p | ---T--- | :30 | 1 | \$2,500.00 | P-2 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ---T--- | | 1 | | | | \$2,500.00 | | 0.00 | | | |
| 3 | KARE | 11/01/12 | 11/02/12 | M-F 630-7p Entertainment Tonight | CM | 630pm-7pm | ---TF-- | :30 | 2 | \$3,000.00 | P-2 | 0.00 | NM | 2 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ---TF-- | | 2 | | | | \$3,000.00 | | 0.00 | | | |
| N 4 | KARE | 11/02/12 | 11/02/12 | M-F 10-1035p KARE News 10p | CM | 10-1035P | ----F-- | :30 | 1 | \$3,500.00 | P-2 | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----F-- | | 1 | | | | \$3,500.00 | | 0.00 | | | |
| 5 | KARE | 11/01/12 | 11/01/12 | Tonight Show Tonight Show | CM | 1035pm-1135pm | ---T--- | :30 | 1 | \$1,300.00 | P-2 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ---T--- | | 1 | | | | \$1,300.00 | | 0.00 | | | |
| 6 | KARE | 11/03/12 | 11/03/12 | Sat 8-10a KARE 11 Saturday | CM | 8-10a | -----S- | :30 | 1 | \$900.00 | P-2 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$900.00 | | 0.00 | | | |

Order / Rev: 726145
 Alt Order #: 06400932
 Flight Dates: 11/01/12 - 11/05/12

Advertiser: 60 Plus Association
 Product Desc: EST 68 (50+)
 Estimate: 68

KARE

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|--------|-------|-------------|
| 7 | KARE | 11/03/12 | 11/03/12 | KARE News 10p Sa KARE News 10p Sa | CM | 10pm-1030pm | -----S- | :30 | 1 | \$3,500.00 | P-2 | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$3,500.00 | | 0.00 | | | |
| 8 | KARE | 11/04/12 | 11/04/12 | Sun 5-530p KARE 11 5 News Su | CM | 5-530P | -----S | :30 | 1 | \$1,700.00 | P-2 | 0.00 | NM | 1 | \$1,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$1,700.00 | | 0.00 | | | |
| 9 | KARE | 11/04/12 | 11/04/12 | Football Night in America Football Night in America | CM | 6-715P | -----S | :30 | 1 | \$2,200.00 | P-2 | 0.00 | NM | 1 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$2,200.00 | | 0.00 | | | |
| 10 | KARE | 11/05/12 | 11/05/12 | M-F 11-1130a KARE 11 News @ 11a | CM | 11-1130a | M----- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$175.00 | | 0.00 | | | |
| 11 | KARE | 11/05/12 | 11/05/12 | M-F 5-530p KARE 11 5 News | CM | 5-530p | M----- | :30 | 1 | \$2,500.00 | P-2 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$2,500.00 | | 0.00 | | | |
| 12 | KARE | 11/05/12 | 11/05/12 | M-F 6-630p KARE 11 6 News | CM | 6-630p | M----- | :30 | 1 | \$2,500.00 | P-2 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$2,500.00 | | 0.00 | | | |
| 13 | KARE | 11/05/12 | 11/05/12 | M-F 630-7p Entertainment Tonight | CM | 630pm-7pm | M----- | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$3,000.00 | | 0.00 | | | |
| 14 | KARE | 11/05/12 | 11/05/12 | M-F 10-1035p KARE News 10p | CM | 10-1035P | M----- | :30 | 1 | \$3,500.00 | P-2 | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$3,500.00 | | 0.00 | | | |
| 15 | KARE | 11/05/12 | 11/05/12 | Tonight Show Tonight Show | CM | 1035pm-1135pm | M----- | :30 | 1 | \$1,300.00 | P-2 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$1,300.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 16 | \$34,750.00 |